

REMARKS

Applicants submit, therefore, that with the above-suggested changes to the specification and based on the above arguments, the application is now in condition for allowance. The changes to the specification are detailed in the attached pages entitled "Version with Markings to Show Changes".

Respectfully submitted,

BELASCO JACOBS & TOWNSLEY, LLP

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By: 

David A. Belasco
Registration No. 41,609
Attorney for Applicant

Version with Markings to Show Changes

On page 5, lines 6-12 (first full paragraph)

(amended) Means are provided for inputting the timing of occurrences of the Internet-related goals and assigned stated geographic area to the first database. Means are provided for correlating and reporting the timing of Internet-related goals achieved by the Internet user with the start date, end date and a residual period for media purchases within the stated geographic area. The residual period is defined as the period between the media purchase end date and a predetermined residual date after which the achievement of Internet-related goals will not be measured.